

Why Your Home Isn't Selling

The New Tecumseth Seller's Diagnostic Guide

Alliston, Beeton, Tottenham, & Rural New Tecumseth

If your home has been on the market without an acceptable offer, you are likely dealing with a stale listing. This diagnostic checklist helps you identify the specific pricing, marketing, or presentation issues holding back your sale so you can reset your strategy.

What's Inside:

- Pricing Diagnostic Checklist (Are you overpriced?)
- Marketing Audit Checklist (Is your agent doing enough?)
- Condition & Presentation Checklist (What do buyers see?)
- Competition Analysis (New builds vs. resale)
- Action Plan for Expired Listings

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1. Pricing Diagnostic Checklist

Overpricing is the #1 reason homes fail to sell. Buyers are highly educated and will not overpay, especially when comparing your home to active builder inventory in Alliston and Tottenham.

- Are you getting consistent showings but zero offers? (Usually indicates price is 5-7% too high)
- Are you getting very few or no showings? (Usually indicates price is 10%+ too high)
- Are agents providing feedback that the home "shows well but is priced too high"?
- Is your price based on what a neighbour sold for 6+ months ago rather than current active listings?
- Did you price high "to leave room for negotiation"? (This often prevents buyers from even looking)
- Are you priced above the base price of comparable new construction homes nearby?
- Has your home been on the market for over 45 days without a price adjustment?
- Are comparable homes in your neighbourhood selling while yours sits?
- Did you choose your agent simply because they suggested the highest listing price?
- Have you reviewed a recent, objective Home Evaluation to see where your price sits today?
- Are you relying on automated online estimates rather than local New Tecumseth data?
- If you reduce the price, will it put you into a new, lower search bracket (e.g., dropping below \$900k)?

2. Marketing Audit Checklist

Passive "MLS-only" marketing is not enough. Your home must be actively pushed to buyers across the GTA who are looking to move to New Tecumseth.

- Are your listing photos bright, clear, and professionally taken? (No smartphone photos)
- Does your listing include a 3D tour or Video Narrated VR Animated Online Showing?
- Is your agent actively running targeted social media ads for your property?
- Is your home featured on a dedicated property website?
- Does the listing description highlight the lifestyle benefits (e.g., commute, community)?
- Has your agent marketed the property to a database of active, pre-qualified buyers?
- Are the best features of your home immediately obvious in the first 3 photos?
- Is your agent providing you with weekly marketing reports showing online traffic and views?
- If you have a rural property, does the marketing clearly explain the well/septic systems?
- If you are in Briar Hill, is the marketing targeted specifically to the adult lifestyle demographic?
- Can out-of-town buyers (from Toronto/Peel) easily "tour" your home online before driving up?
- Is your agent proactively calling other agents who have recently sold similar homes in the area?

3. Condition & Presentation Checklist

Buyers in today's market expect move-in ready condition. Deferred maintenance or strong personal tastes can cause buyers to walk away or submit lowball offers.

- Is the curb appeal welcoming? (Edged lawn, clean driveway, painted front door)
- Have you removed at least 30% of your personal items and clutter?
- Are all rooms clearly defined? (No "catch-all" rooms that confuse buyers)
- Are there any strong odours? (Pets, smoking, cooking, or basement dampness)
- Have you neutralized bold or highly personalized paint colours?
- Are all minor repairs completed? (Leaky faucets, cracked tiles, squeaky doors)
- Is the home deep-cleaned before every showing? (Including baseboards and windows)
- Are the closets organized to show maximum storage space?
- Is the home well-lit during showings? (All lights on, blinds open)
- Have you addressed any obvious functional issues (e.g., older roof, dated electrical panel)?
- If you have an older village home, are you highlighting its character while minimizing its flaws?
- Have you considered a pre-listing inspection to eliminate buyer surprises?

4. Competition Analysis Checklist

You are not selling in a vacuum. You must understand what buyers are comparing your home against, especially new builds in Alliston, Beeton, and Tottenham.

- Have you visited the model homes of new developments in your area?
- Are builders offering incentives (rate buy-downs, free upgrades) that you cannot match?
- Is your resale home priced attractively enough to overcome the appeal of "brand new"?
- Are you highlighting your advantages over new builds? (Immediate possession, finished basement)
- Do you emphasize your established landscaping, mature trees, and lack of construction noise?
- Have you reviewed the active resale listings in your immediate neighbourhood?
- If a buyer has \$900k to spend, is your home the best option available in New Tecumseth?
- Are you aware of how many months of inventory currently exist for your property type?
- Are you competing against distressed sales or power of sales in your area?
- Does your marketing clearly differentiate your home from similar properties on the market?
- If you are selling a condo or townhome, how do your maintenance fees compare to others?
- Are you prepared to answer why a buyer should choose your home over the one down the street?

5. Agent Performance Checklist

Your real estate agent should be a proactive partner, not just a sign-installer. If your home isn't selling, you need to evaluate their performance.

- Does your agent communicate with you at least weekly, even if there are no showings?
- Do they provide unfiltered feedback from showing agents and buyers?
- Have they suggested strategic adjustments (price, staging, marketing) since listing?
- Are they easy to reach when you have questions or concerns?
- Do they have a documented plan for what happens if the home doesn't sell in 30 days?
- Are they experienced in the New Tecumseth market and its specific challenges?
- Do they use professional tools (VR tours, digital ads) or just basic MLS syndication?
- Did they explain their pricing strategy with data, or just agree to your desired price?
- Are they actively prospecting for buyers, or just waiting for the phone to ring?
- Do you feel they are representing your best interests, or just trying to get a quick commission?
- If your listing expires, would you hire them again?

Action Plan for Stale or Expired Listings

If your home has been on the market for over 45 days, or if your listing has expired, doing the same thing and expecting a different result will not work.

- Acknowledge the Stale Listing Effect: Understand that buyers see high DOM as a red flag.
- Take the Home Off the Market: A "cooling off" period (often 30-60 days) can reset the DOM counter.
- Fix the Flaws: Address the condition or presentation issues identified in the checklists above.
- Get a Second Opinion: Request a new, objective Home Evaluation from a different Realtor.
- Interview New Agents: Look for an agent with a proactive digital marketing system, not just MLS.
- Demand Better Marketing: Insist on professional photography and VR online showings.
- Adjust the Price: Relist at a price that reflects current market realities and competition.
- Relaunch as a "New" Listing: When you return to the market, it should look like a completely different, highly desirable property.

Next Steps

Diagnosing the problem is the first step. Taking action is the next.

- Review your completed checklists to identify your biggest roadblocks (Price, Marketing, Condition).
- Request your free, objective Home Evaluation at flaherty.ca/homeeval.
- Book a call or Zoom with Kevin to discuss your expired or stale listing strategy.
- Review the New Tecumseth Real Estate Market Report for current conditions.
- Stop waiting for the market to change, and change your approach to the market.

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